

ORDER



Orders
Order / Rev: 186469
Alt Order #:
Product Desc: RNC-Romney
Estimate: 451
Flight Dates: 10/03/12 - 10/09/12
Original Date / Rev: 10/03/12 / 10/03/12
Order Type: GENERAL

KMGH

Primary AE: David Lombardo
Sales Office: EWSDC
Sales Region: NAT

Agency Name: American Rambler Production
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: President/RNC-Romney (R)
Demographic: A25-54
Product Codes: PL1-President
Priority: P3
Revenue Codes: POL, POL, CAND

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/09/12	97	\$105,680.00	\$89,828.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	97	\$105,680.00	\$89,828.00	0.00
Totals	97	\$105,680.00	\$89,828.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	10/03/12	10/05/12	GMA M-F 7-9A / KMGH CA GMA M-F 7-9A	CA	7A-9A -- 211--	:30	4	\$625.00	P3	0.00	NM	4	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-- 211--		4		\$625.00		0.00				
N 2	KMGH	10/03/12	10/05/12	9a-930a Right This Minute 9a-930a Right This Minute	CA	9a-930a -- 11---	:30	2	\$300.00	P3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-- 11---		2		\$300.00		0.00				
N 3	KMGH	10/03/12	10/05/12	11A-12P News/KMGH CA 11A-12P News	CA	11A-12P -- 211--	:30	4	\$200.00	P3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-- 211--		4		\$200.00		0.00				
N 4	KMGH	10/03/12	10/05/12	The CHEW The CHEW	CA	1157A-1P -- 1-1--	:30	2	\$400.00	P2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-- 1-1--		2		\$400.00		0.00				
N 5	KMGH	10/03/12	10/05/12	Katie M-F 3-4pm M-F 3-4pm	CA	3-4pm -- 11---	:30	2	\$450.00	P3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-- 11---		2		\$450.00		0.00				
N 6	KMGH	10/03/12	10/05/12	5-530P News M-F/KMGH CA 5-530P News	CA	5P-530P -- 211--	:30	4	\$750.00	P3	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-- 211--		4		\$750.00		0.00				

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Advertiser: President/RNC-Romney (R)
 Product Desc: RNC-Romney
 Estimate: 451

KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	KMGH	10/03/12	10/05/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P -- 11---	:30	2	\$2,050.00	P2	0.00	NM	2	\$4,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-- 11---		2		\$2,050.00		0.00				
N 8	KMGH	10/03/12	10/05/12	630-7P WHEEL (M-F) 630-7p WHEEL (M-F)	CA	630-7P -- 22---	:30	4	\$2,360.00	P2	0.00	NM	4	\$9,440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-- 22---		4		\$2,360.00		0.00				
N 9	KMGH	10/03/12	10/05/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P -- 22---	:30	4	\$1,000.00	P2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-- 22---		4		\$1,000.00		0.00				
N 10	KMGH	10/03/12	10/05/12	Nightline Nightline	CA	1037P-1103P -- 11---	:30	2	\$1,025.00	P2	0.00	NM	2	\$2,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-- 11---		2		\$1,025.00		0.00				
N 11	KMGH	10/08/12	10/09/12	GMA M-F 7-9A / KMGH GMA M-F 7-9A	CA	7A-9A 22-----	:30	4	\$625.00	P3	0.00	NM	4	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	22-----		4		\$625.00		0.00				
N 12	KMGH	10/08/12	10/09/12	9a-930a Right This Minute 9a-930a Right This Minute	CA	9a-930a 11-----	:30	2	\$300.00	P3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	11-----		2		\$300.00		0.00				
N 13	KMGH	10/04/12	10/05/12	The View THE VIEW	CA	10A-11A --- 11--	:30	2	\$600.00	P2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--- 11--		2		\$600.00		0.00				
N 14	KMGH	10/08/12	10/09/12	The View THE VIEW	CA	10A-11A 11-----	:30	2	\$600.00	P2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	11-----		2		\$600.00		0.00				
N 15	KMGH	10/08/12	10/09/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P 22-----	:30	4	\$200.00	P2	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	22-----		4		\$200.00		0.00				
N 16	KMGH	10/08/12	10/09/12	The CHEW The CHEW	CA	1157A-1P 11-----	:30	2	\$400.00	P2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	11-----		2		\$400.00		0.00				
N 17	KMGH	10/08/12	10/09/12	M-F 2-230pm M-F 2-230pm	CA	2-230pm 11-----	:30	2	\$625.00	P1	0.00	NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	11-----		2		\$625.00		0.00				
N 18	KMGH	10/04/12	10/05/12	M-F 230-3pm M-F 230-3pm	CA	230-3p --- 11--	:30	2	\$625.00	P1	0.00	NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--- 11--		2		\$625.00		0.00				
N 19	KMGH	10/08/12	10/09/12	Katie M-F 3-4pm M-F 3-4pm	CA	3-4pm 11-----	:30	2	\$450.00	P3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	11-----		2		\$450.00		0.00				
N 20	KMGH	10/08/12	10/09/12	DR. OZ - 4PM Dr. Oz	CA	4P-5P 11-----	:30	2	\$400.00	P3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	11-----		2		\$400.00		0.00				
N 21	KMGH	10/04/12	10/05/12	DR. OZ - 4PM Dr. Oz	CA	4P-5P --- 11--	:30	2	\$400.00	P3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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Advertiser: President/RNC-Romney (R)
 Product Desc: RNC-Romney
 Estimate: 451

KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N21	KMGH	10/04/12	10/05/12	DR. OZ - 4PM Dr. Oz	CA	4P-5P	---11--	:30	2	\$400.00	P3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---11--		2				\$400.00		0.00			
N22	KMGH	10/08/12	10/09/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P	22-----	:30	4	\$750.00	P3	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	22-----		4				\$750.00		0.00			
N23	KMGH	10/08/12	10/09/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P	11-----	:30	2	\$2,050.00	P2	0.00	NM	2	\$4,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	11-----		2				\$2,050.00		0.00			
N24	KMGH	10/08/12	10/09/12	630-7P WHEEL (M-F) 630-7p WHEEL (M-F)	CA	630-7P	11-----	:30	2	\$2,360.00	P2	0.00	NM	2	\$4,720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	11-----		2				\$2,360.00		0.00			
N25	KMGH	10/08/12	10/09/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P	11-----	:30	2	\$1,000.00	PREE	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	11-----		2				\$1,000.00		0.00			
N26	KMGH	10/08/12	10/09/12	Nightline Nightline	CA	1037P-1103P	11-----	:30	2	\$1,025.00	P2	0.00	NM	2	\$2,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	11-----		2				\$1,025.00		0.00			
N27	KMGH	10/08/12	10/08/12	ABC Mon C Mon C	CA	9P-10P	1-----	:30	1	\$8,550.00	P2	0.00	NM	1	\$8,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----		1				\$8,550.00		0.00			
N28	KMGH	10/09/12	10/09/12	ABC Tue A ABC Tue A	CA	7P-9P (6:30 PM-7:30 PM)	-1-----	:30	1	\$5,000.00	P3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-1-----		1				\$5,000.00		0.00			
N29	KMGH	10/04/12	10/04/12	ABC Thurs B ABC Thurs B	CA	8P-9P	---1---	:30	1	\$5,050.00	P3	0.00	NM	1	\$5,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---1---		1				\$5,050.00		0.00			
N30	KMGH	10/04/12	10/04/12	ABC Thurs C ABC Thurs C	CA	9P-10P	---1---	:30	1	\$3,750.00	P3	0.00	NM	1	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---1---		1				\$3,750.00		0.00			
N31	KMGH	10/05/12	10/05/12	ABC Fri A ABC Fri A	CA	7P-8P	----1--	:30	1	\$1,125.00	P3	0.00	NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----1--		1				\$1,125.00		0.00			
N32	KMGH	10/05/12	10/05/12	ABC Fri B ABC Fri B	CA	8P-9P	----1--	:30	1	\$2,000.00	P3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----1--		1				\$2,000.00		0.00			
N33	KMGH	10/05/12	10/05/12	ABC Fri C ABC Fri C	CA	9P-10P	----1--	:30	1	\$2,000.00	P3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----1--		1				\$2,000.00		0.00			
N34	KMGH	10/06/12	10/06/12	ABC GMA SAT GMA SAT	CA	Sat GMA 6A-7A	-----S-	:30	2	\$175.00	P3	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-		2				\$175.00		0.00			
N35	KMGH	10/06/12	10/06/12	7-9a Sat Morning News 7-9a Sat Morning News	CA	7A-9A	-----S-	:30	2	\$200.00	PREE	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

